It Pays to Advertise

The Record.

Because it is an Up-to-date Paper.

and best advertising medium covering

the Town of Bloomfield and Borough

The best paper in a community

always brings ample returns to its

advertisers. The best paper covers

the cream of the trade in any section.

Put your ad in the best paper, and

then watch the paper and the ad.

Have a system of checking the returns

received, and be very sure of this

much: If the ad dosen't pay, the fault

is in the ad or the goods or the store

I believe that the standing of the

paper reflects on the advertisements

it carries. There is another thought

which never occurred to me, but which

was conveyed in a remark recently

made to me by an advertising man-

ager He said: "A sleepy paper

gathers a sleepy constituency. An

alert, wide-awake, progressive sheet

gets readers who like that sort of

The newspaper goes right into its

reader's house-goes in and sits down

with him. It is on the table when he

eats, and in his hands while he is

smoking after the meal. It reaches

him when he is in an approachable

your business-clearly, plainly, con-

vincingly—as one man talks to an-

The first insertion of an advertis-

ment very seldom pays. That is to

say-if you have never advertised be-

fore in a certain paper, it will take

some little time for its readers to get

acquainted with you, and until they

do, don't expect much return. There

are occasional exceptions, of course,

but they are few and far between.

It is the systematic, persistent effort

that pays in advertising as in every-

thing else. In taking medicine the

regularity of the dose is almost as

For that reason the columns of the

newspaper offer the very best medium

wall hangers and schemes of all sorts,

from an industrial write-up of the

town to a picture card, are never

effective. It may be well enough to

indulge in a pretty novelty occasion-

ally, if you are using all the space you

I have been a publisher of pro-

grammes and of other "schemes"-I

have advertised in them, and in my

experience on both sides of the fence

I have never heard or known of a

single advertisement in a medium(?)

The newspaper goes into the house

bristling with intelligence, brindful of

the news of the world, sparkling with

the daily doings of the community.

If its advertisers are awake to their

opportunities, it contains businessr

news of value to every reader, for it

Save money on your advertising if

you can, of course, but save it in the

right way. Cut off little leaks the

programmes, the bills of fare, the

directories, the wall charts, the pages

in "souvenirs." Cut them all off, and

and your trade won't ever feel the

difference. Cut off the inconsequen-

tial papers, if you have to, but always

enough to do you justice. It is

better to convince a few people than

Membership in churches and clubs

and societies, the giving of social en-

tertainments, public charity -- all these

things and more are advertising, but

greater and broader and better and

easier than all these is newspaper

sdvertising. You may think of that

without thinking of the other plans,

but no scheme of publicity is complete

without the newspaper.

keep your ad in your best papers big

to talk to many.

pays to read advertisments.

For that reason, programmes and

important as the drug itself.

for business announcements.

need in the papers.

of that kind that paid.

That's the time to tell him about

thing-or lifts them to its level."

Advertising by Charles Austin Bates:

---not in the paper

of Glen Ridge.

because it is the oldest established

taught that it was next door to a crime. to destroy books. Of course books are not as expensive or as hard to get now as they were a quarter of a century ago, but all the same they are too valuable to waste or throw away.

Children should be taught how best to take care of books and ought never to be permitted so throw or bang them about or tear them in pieces. They should be encouraged to accumulate volumes, and to do this must have a place in which to keep them. Good, plain bookshelves cost but little, and every child should have a set.

In one well ordered household there are five youngsters, between the ages of 5 and 15 years. Each child has a bookcase, one of the ordinary, plain tort that cost \$4 or . \$5. There are curtains made from the skirts of wornout dresses or of paper muslin, for the family has but little of this world's goods to use, and every dollar, even every cent, has to be counted. But there is in this household a spirit of consideration that will not allow interference with private property, and each member is expected to take care of, his or her own possessions, to be responsible for them and to exercise absolute control and ownership over them. Especially is it the case with books and toys. These are borrowed and loaned only with the owner's consent. New books are carefully covered and marked with the owner's name, not only on the cover, but also across the first page of the story or reading matter. Names on the flyleaf may be obliterated or torn off, but when placed across the beginning of the subject matter they are apt to remain and are easily identified .- New York Ledg-

Some French Duels,

The most prosaic, the most bourgeois of all eminent Freuch statesmen and historians, the late M. Adolphe Thiers, onght a duel when a young man with the irate father of a pretty girl whom Thiers, while anxious to marry, did not wed, because he was too poor to support her. Shots were exchanged without results, and the combatants embraced. The famous journalist and litterateur, M. Emile de Girardin, editor of La Presse, fought four duels in 1834 with the editors of other Parisian journals result that the circulation of his paper was enormously increased. In the last of these duels he had the misfortune to kill Armand Correl, a man of talent and a popular idel. Girardin, who was shot in the hip, had lingered between life and death for weeks before he recovered from his wound, and never, in spite of repeated provocations, could be induced to fight another duel "Dueling," he said, "is a fault of our education against which our intelligence protests." But in France you must have killed your man to be able to say that .- Cornhill

How to Treat a Wound.

Three useful things to have in a farmer's house as a provision in case of wounds not sufficiently serious to necess sitate the calling in of the medical attendant are a speed of adhesive plaster, some iodoform gauze and a package of carbolated absorbent cotton. Cleanse and dry as nearly as may be the cut surface with a wad of the cotton, using moderate pressure and elevating the part if necessary to check the flow of blood. Do not apply any water. Bring the cut surface-together as accurate as possible and retain them there with as few and as narrow strips of the plaster as will suffice, cutting them of a good length. Then cover the wound with a dozen or so thicknesses of the iodoform gauze, which should extend an inch beyond the wound. Over the gauge apply a liberal layer of the abserbent cotton, allowing it to extend beyond the ganze. The cotton may be kept in place by a bandage of cheesecloth, or a part of a leg of a stocking may be drawn over it. Moderate pressure, if evenly distributed, is helpful. The pressure of a string is hurtful. Keep the part moderately elevated and take care that there is no constriction of the limb above the wound by a garter. - Exchange.

Goodwin and the Dude

One evening after the performance men had met Nat Goodwin somewhere for a minute. He wanted to show to his | would send down quotations fully 25 friends that he was acquainted with a per cent. real actor. Accordingly be brought up some topic relating to theatrical matters and made a statement which some other Prominent Citizen, Jr., disputed. "Well, now, I'll leave it to Goodwin," said the young man who had met Nat Goodwin -somewhere, for a minute. So he turned around and called out rather loudly: "Oh, Goodwin! I say, Goodwin, come over here a minute, will you?" The actor was startled for a moment, and then he arese/ He took hold of the back of his chair, and, with all the artistic dignity at his command, he said, looking coldly at the young man, "Call me either Nat or Mr. Goodwin, if you please, Then he seated himself.—San Francisco

Grumbling.

Grumbling is a potent cause of health. It keeps the sensitive nerves constantly vibrating with discordant emotions, and not only hurts the grumbler, but every one who hears it. It really prepares the system of the grumbler for an attack of any malady that hapthe creature can sew." pens to be prevalent.

No Room For Doubt. Arthur-Are you sure she loves you? "Yes. When I told her I had no money to marry on, she asked me if I couldn't borrow some," -Pick Me Up.

JOHN G. KEYLER & SON Bloomfield Avenue,

DRALERS IN

Of Every Description Parlor and Chamber Suits, Bureaus, Bedsteads Sofas, Lounges, What

Nots, Book Shelves and Cases, Breckets, Looking Glasses, Etc. OIL CLOTH, CARPET LINING, MATTING

Mattresses and Spring Beds ALWAYS ON HAND. WUpholstering and Repair ng

ione with neatness.

A good remark schiebody made once ave to read them. That is, if you hear a certain book, you say, "I must get at out of the library and read it." on do so, it is necessary to read it at oce and return it. If you can buy it, m read what portion satisfies your parwlar want at the moment, and then e it stands among your other good ands, always ready, like any real end, to serve you at a moment's noin any way it can. Indeed, it is a

I friend, because it never deserts you, ever goes back on you, never changes, cless somebody borrows it, and that is net the book's fault. The mere fact that our room is filled with books is a good kind of influence, for there is something in the mere proximity of books that takes a chap serious occasionally and aduces him to sit and pender once in awhile in the midst of his grind, his pert, his daily work and his other and ss valuable friends at school or college. Then, too, in these days, when there are so many hundreds of books a year and so many millions already published; is utterly impossible to try to read, as the old fellows in the later middle ages used to, everything that is published. t is far better to re-read some good, faliar things again and again. They good books, they are your especial orites, and you will seldom fail to I something new in them each time u read them. It gives you a little idea how much the writing of them must ve meant to their author if you can ad them, say, 20 times and still go on uding semething you had not succeeded n discovering in them before. - Harper's

People Do Read the Papers. Some persons wender why engaged day of the wedding. Perhaps the reason

lies in the results of a newspaper au-The other day an engagement was tongue. Yet if the Vendish tongue dismentioned in one of the afternoon pa- appears the names of places will tell ers. It was in the last edition of the the tale, even as such names in Bransaper, but early the next morning sev- denburg and Saxony still do. Dresden, and awning maker were at the home of Leipsic, these are Vendish words or the fixture bride's parents, soliciting the | call them Slavic, with the broader term contract for supplying an awning when | that now means the race. And herehe event came off. On the same morn- about are Cottbus, Vetschau, Muschen, ing and in the first mail no less than Brahmow, Babow, Dlugy, Raddush, half a dozen printers and engravers sent Leipe, Lehde, Byhleguhre, Straupitz samples of their work and quoted prices and Lubben. And the fliesses that wind because, the annual subscription of for which they would be willing to pre- or shoot straight in and out of forest atest dictates of fashion. During the Mutniza, Blushnitza, Rogazo, Zschaemainder of the week milliners, caterrs, dressmakers, liverymen, furniture alers, hardware men and dry goods names to many of them, but country Walnut St. Crossing, N Y & G L liv merchants made known their desire to people everywhere are great holders to supply the future bride and groom with precedent, and the people who stick so all the outfit that they might need or tightly to their old costume are not goimagine they needed. The young folks ing to give up their place names without are-now waiting for bids from ministers | a struggle. who are willing to tie the knot at bargain prices. - Buffalo Courier.

A Painful Meeting.

A dramatic story was told at a Hamil ton college alumni dinner in New York. General Schuyler Hamilton gave some interesting incidents from the life of his grandfather and described a meeting between Aaron Burr and Mrs. Hamilton, daughter-in-law of Alexander Hamilton and the mother of the speaker, in 1830. "As Colonel Burr entered the room," he said, "my mother, in extreme agitation, seemed about to faint. Colonel Burr. noticing this, but not knowing her, immediately went to the sideboard, poured out a glass of water and advanced to hand it to her. It was all done most. naturally, gracefully and courteously. My mother shook her head and mur mured, 'I am the daughter of Alexander Hamilton.' Without a word, Colonel Burr placed the glass of water on the sideboard, bowed in silence to the Misses Nathan and quietly retired. It was to him, as to my mother, evidently a very painful meeting. Colonel Burr deported himself like a dignified gentle man. I was a little boy about 8 years old. Then I learned for the first time to impress the fact upon my memory that Colonel Burr had killed my grandfather. "-New York Letter.

Pearls A-plenty. A curious effect of the plague in India has been a sudden increase in the number of pearls reaching the London market and a consequent marked fall in prices. This is not due to unusual industry on the part of the divers, but to the fact that the native dealers at Bombay have been in such haste to quit the stricken city that they have eagerly disposed of their wares at far below the customary market value. One English couple of friends was a small group of firm of importers of Indian pearls has accumulated a stock which, if placed suddenly on the market, it is estimated,

> Knew His Place. "Move forward, please," said the conductor in the crowded cable car.

"Not on your life," replied the gentleman addressed, taking a fresh grip But there are gentlemen on the plat- vision of labor have been brought to form who wish to get in," continued greater perfection than in the manufac-Well, they can't have my place. ries there are women employed whose This lady is my wife, and I know this business the year round is to sew one

that person. I'm on to this road's by a mechanical device. curves."-Yonkers Statesman.

Two Points of View. On one occasion, at a party given by Sir John Millais, Lady Halle rose to play the violin, when to her intense bank cashier has just died from the efent she heard Landseer exclaim: | fect of handling paper money, and I'm "Good gracious! A woman playing the fiddle!" On the other hand, an old you wait until I can procure gold for you?"—Harper's Bazar. centleman sit down to the piano, contemptuously remarked, "I wonder if

A Rebuff. "Violet Ray? What a pretty name!" said the unpopular suitor. "Yes," replied Miss Ray, "too pretty to change, "-Pick Me Up.

GUSTAV BRUETT Plain and Ornamental

Gardener BLOOMFIELD, N. J.

Odorless Excavating. ESTIMATES PURNISHED ON 1991 CATION

---AKLE GREASE the World

For many years the Cincinnati Enquirer used to print a solid editorial page and employed an exclusive editorial staff of six writers, who wrote all their matter at night in order to keep abreast of the telegraphic news. One Fourth of July evening as they assembled to begin work somebody suggested a patriotic drink in honor of the occasion. They filed down to a restaurant near by, and, as they lined up at the bar, the door pened and Washington McLean, the presiding genius of the paper, came in. Mr. McLean did not drink often, but when he did he drank very hard. On this occasion he was celebrating the

The result was that round after round of whisky was ordered, and nobody thought of the editorial page except one writer (who tells the story in the Chiago Times-Herald), who went back to the editorial rooms and sat down to write an editorial. He never got beyond the first sentence, "Yesterday was the Fourth of July." The next day, when he paper came out, on the editorial page there was just one line of editorial ratter. At the top were the words, Yesterday was the Fourth of July,' ad the rest of the page was filled with news. The reading public believed that the change was intentional, and Mr. McLean received so many congratulatory letters commending his enterprise in giving news preference over editorial hat he abolished the editorial page per-The Vendish Tongue In Germany.

Consul General de Kay writes for The Century a paper on the Serbian swamp Vendland under the title of "An Inland Venice." Mr. de Kay says: These people speak German to the lordings as we pass Vendish to our boatman, people generally prefer to keep their en- but the Vendish is disappearing because, agements as quiet as possible until the for the sake of the army, its teaching is discouraged. Throughout all this district, far over into Saxony, only a few burches still offer sermons in the old pigk, Polenzo, Groblitzo and Nabasatz. Efforts have been made to give German

A Witty Bishop.

A good story is told of a war of words between the paradoxical Oscar Wilde and a witty bishop whom he met at a social gathering. Church and stage rossed swords, and it was not the church that bit the dust. "I am yours, my lord," said Mr.

Wilde, bowing low and smiling ironically, "to my shoe buckles." "I am yours," said the courtly bishp, "to the ground," The author of "An Ideal Husband"

"I am yours to the center of The pillar of the church quickly re-

"I am yours to the antipodes." Oscar Wilde began to feel decidedly ettled. Indignant at his defeat by a mere clergyman and a man of piety he exclaimed, as a last thrust: "I am yours to the lowest pit of de-

livine, "I think I'd better leave you!"

-Exchange. Katie's Reply. It was one of the days when little Katie seemed to be possessed by a spirit

of mischief, and before the afternoon was over she had tired herself and exhausted her mother's patience. At last she did something so naughty that her

"There, Katle, I shall have to punis ven for that.' The child looked at her for a momen in silence, and then, without warning, burst into tempestuous weeping. Just

at this crisis her father came into the Why, little one, what is this?" "What are you crying for?" Katie though for a moment, and then, emembering that the manner of her punishment had not been announced she answered amid her sobs: "I don't know, papa. Mamma hasn't

told me yet. '-London Answers.

Shoes are in every part machine made. It is said by scientific authority that there is no department of human industry in which machinery and the subditure of shoes. In the great shoe facto road from start to finish. If anybody is seam and one only. Even the metal eyegoing to sit in her lap this trip, I'm lets are placed in position and clamped.

"My dear," said Mrs, Darley, "could you leave me about \$25 this morning?" "My sweetness," replied Darley, "a

Vaccination as a preventive of smallpox is said to have been practiced in Office and Shop: 25 Herman Street China 1000 B. C. It was introduced into England by Lady Wortley Montagu in 1721.

Moscow, the ancient capital of the

czars, is 4,466 miles from Washington

They who ride must see the road. The Pathlight makes bright the way. All dealers sell it. The Place & Terry Mir. Co., 247 Centre St., N.Y.

LOSS OF VOICE After Acute Bronchitis CURED BY USING

AYER'S Cherry Pectoral

A PREACHER'S EXPERIENCE.

"Three months ago, I took a violent cold which resulted in an attack of acute bronchitis. I put myself under medical treatment, and at the end of two months was no better. I found it very difficult to preach,



great relief; the second, which I am now taking, has relieved me almos entirely of all unpleasant symptoms, and I feel sure that one or two bot tles more will effect a permanent cure. To all ministers suffering from throat troubles, I recommend Ayer's Cherry Pectoral."-E. M. BRAWLEY, D. D., Dist. Secretary, Am. Bapt. Publication Society, Petersburg, Va.

Ayer's Cherry Pectoral GOLD MEDAL AT THE WORLD'S FAIR. AYER'S LEADS ALL OTHER SARSAPARILLAS.

CHAS. J. MURRAY DEALER IN

Pine, Spince & Hemlock Lumber Stringes, Turned Posts, Presets,

ELECTRICAL WORK Have your Electrical Work and Repairing done by AUGUST F. OLSEN

ELECTRICIAN, Bloomfield Fire Alarm System Orders left at the Universal Shoe Store, 310 Glenwood Ave., will receive

compt attention. ELECTRIC LIGHTING A SPECIALTY Estimates for electric wiring and lighting

W. KOPPEL Merchant Tailor, A FULL LINE OF

"There, Mr. Wilde," responded the Imported and Domestic Woolens ALWAYS ON HAND.

BICYCLE SUITS MADE TO ORDER From \$6 upward.

Cleaning and Repairing Neatly Done ALL COODS CALLED FIR & DELIVERED. ALSO FULL LINE OF

Gents' Furnishing Goods 30 BROAD STREET, Next to P. O., BLOOMFIELD, N. J.

FEDITED BY FREDERICK UPHAM ADAMS. of a manual mass of progress. The coming revolution should be one of intelligence; it should be one of peace. In that hope and in that belief NEW OCCASIONS opens its pages to a discussion of live questions. It is bound by necession of live questions. ANNUAL SUBSCRIPTION \$1.00: SINGLE COPIES 10 CENTS.

LARKIN BROS. Carpenters & Builders

CHARLES H. KERR & CO., Pubs.,

Estimates given at short notice. GLEN RIDGE, N. J.

JOBBING PROMPTLY ATTENDED TO Plans and Specifications Drawn.

Martin J. Callahan. CONTRACTOR.

Flagging, Curbing and Paying A supply of Door-steps, Window sills and Caps, and Cellar Steps of stantly on hand. STONE YARD : CN GLENWOOD AVE.

Cure DYSPEPSIA, HEADACHE,



Plenty Of It.

good, pure cost. The cleaver the coal is, the more free-burning it is. coal than in any other ton we know. Our coal's a little better then other

Martin Hummel & Son.,

Yard, 361 BROAD STREET,

BLOOMFIELD, N. J.

Advertisers should Read the following Points on Bloomfig > STABLES, №

33-35 Wahington Ave.,

not accepted.

BLOOMFIELD, N. J

Coaches and Coupes: of the latter, one light elegant and not surpassed by any for family service. Planes and furniture moved by men amiliar with the work. Horses boarded and best of care with free veterinary service guaranteed. Express or track rented by the hour or - TELEPHONE 120. -

F. HARRISON, D. V. S. Manager.





STHELUNGREN CYCLE CO CINCINNATI OF

"BETTER THAN EVER."

FOUR ELEGANT MODELS.

ART CATALOGUE FREE CENTRAL CYCLE MFG. CO.,

No. 72 Garden Street



JOES PAGE sand unit

S. M. DRRIS HULLIN, Proprietor.

VOL. XVII. SERIES NO

WOMAN'S WORLD.

WHY AN OAKLAND YOUNG WOMAN BECAME AN UNDERTAKER

No Women Need Apply The Ratuy Day Clab - Problem! Dryes Suggestions - The Girls of '91-Women In England The Puriton Effect.

Miss Bessie J. Wood is pretty, young. bright eyed and rosy checked, and altogether unlike the gloomy calling that she has undertaken. There is nothing funereal about her, and she is sincere and carpest in the work that she has chosen. She took up this line of work not from a desire for mere gain, but from an honest conviction that she was doing good in the world to her sex. The young lady (she is but 24 years of age) is the daughter of a minister of the gospel, the Rev. L. D. Wood late of Fresno, but now of Oakland. She desired to do good in the world, and instead of choosing the usual missionary channels into which the children of ministers fall she branched out into something new, and that branching out was sinto the grewsome business of the undertaker. The idea of looking for an opportunity to do good in the undertaker's business may excite amusement, but when the young lady explains it the good that .e hopes to accomplish becomes self evident at

"I have often thought that it would case the minds of those of my own sex who were dying if they know that their remains after death would be cared for by one of their own sex," explains Miss Wood. "The idea of having all that is hands of a min to be prepared for the coffin cannot be pleasing to women of sensitive natures, particularly when they are ill and worn with sickness. If



own the mortal remains were to be cared for tenderly, reverently and symwould ease the minds of many women. With that idea in view I have adopted the calling of an undertaker."

Miss Wood had considerable difficalty in getting established in Oaklocal undertakers. They were not very friendly toward the woman, who wight cut into their business very seriously, and when she went to them to propound

her plan she got very little help. . "When my parents came from Freeho and located in Oakland, I determined to make this work my regular calling," explained the young lady. "I determin-ed that I would not open a regular undertaking establishment, but that I would go to all of the regular undertakers in town and solicit aid from them, offering to take charge of such female cases as they might have in which my pervices might be desired, at a slight addition to the regular cost of the funeral. I thought that it would really be a help to undertakers who let it be known that they find a woman assistant. On the contrary, I was discouraged in every way. Only one or two gave me my linly at all, and it seems almost as if there was a beycott against me.

"I have issued my cards, between, and styled myself maistant underslow, and I shall do what business may come in my way. I shall prepare bodies for the collin or care for them through to the grave, or I will soothe' the dying hours of ang who might need mit.

"I shall study embalming, and as soon as I become proficient in that I shall begin the handling of all eases that may come to me. I shall then open regular undertaking parlors in Oakhand and shall do anything that may come to me in that line, though I shall aim to handle only cases in which my nervices as a woman are desired. "To me there is nothing disagreeable

in the work. There is nothing horrible. On the contrary, I regard my work as almost secred and a mission of mercy. " -San Francisco Examiner. No Women Need Apply.

An astonishing example of apparent M/W/ISD 2000 en has been developed in the adjutant general's office at Washington, It appears that a few months ago the civil service commission called a special examination for the purpose of finding, if possible, a qualified person for the post tion of translator of modern language in the adjutant general's office, there vacuit. The place is an exceedingly difficult one to fill, and the salary is ab surdly low when the necessary attain nents of the incumbent are considered Among the requisites are a perfect mowledge of four modern languages in addition to English, an ability to de typewriting in all of them with equafacility as English; to be a skilled proof reader; to thoroughly understand modera library methods, including clausit cation of books, cataloguing, indexing and so on, and to have a knowledge the salary for the exercise of these varies accompilishments is but \$1,509, a nunber of men and one woman applied for

ported that an intimation was given by cordinal to the civil service commission tlast a woman would not be welcome the position, but as that body does no recognise sends dealler with applicant Cell and see our new Stone No.

Broad St., opposite Town Hall. COCCURRENT. & SMITTE.